

## **REMARKS/ARGUMENTS**

Claims 2, 8, and 12-17 are pending herein. The amendments to claims 12 and 13 are supported in the specification at page 10, for example. New claim 14 has been added as supported in the specification at page 10, for example. New claim 15 has been added as supported in the specification at pages 5-10, for example. New claims 16 and 17 have been added as supported in the specification at pages 6 and 7, for example. Applicant respectfully submits that no new matter has been added.

During a telephonic interview on October 31, 2007, Examiner Duran confirmed that the amendments to claims 12 and 13 and addition of new claims 14-17 would raise new issues after final rejection, and would not be entered without a Request for Continued Examination.

Claims 2, 8, 12 and 13 were rejected under §103(a) over Maggio in view of Gardenswartz. To the extent this rejection may be applied against the amended and new claims, it is respectfully traversed.

Independent Claim 12 has been amended to recite that predetermined information sites store commercial article information in a predetermined external storage that the article information acquiring module accesses to acquire the commercial article information. Independent Claim 13 has been amended to recite a step of acquiring commercial article information by the article information acquiring module periodically accessing predetermined information sites. These features are not disclosed in the cited references.

Further, in the Office Action the Examiner asserts that the placement of a cookie that is linked to customer ID in the URL, as disclosed by Gardenswartz, is equivalent to integrating the identification data of the applicant with the piece of information disclosed in the present application (see Office Action at pages 21-22). Applicant respectfully disagrees because Gardenswartz simply discloses that a

previously registered consumer, when using the computer from which the consumer registered previously, requests a website (i.e., URL request) served by the advertiser's server, the web browser sends a copy of a cookie to the server along with the URL request. Gardenswartz does not teach or suggest integrating the identification data of the applicant with the piece of information, as is claimed in claims 12 and 13.


For at least the reasons recited above, the cited references fail to disclose each and every element of the amended claims. Accordingly, Applicant respectfully requests that the Examiner reconsider and withdraw this rejection.

If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call the Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,

October 31, 2007  
Date

  
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